

Amendments to the Claims:

This listing of claims will replace all prior versions, and listings, of claims in the application:

Listing of Claims:

1. (Currently Amended) A method for providing specific subject-related advertisement on a storage medium, which advertisement is related to specific image information content of at least one image on the storage medium, the method comprising the steps of:

~~providing a kiosk that performs the steps of:~~

(a) extracting ~~and analyzing~~ image information content from the image content;

(b) ~~categorizing~~ analyzing the extracted information content to identify one or more categories ;

(c) correlating the one or more categories to one or more of a plurality of advertisements; and

(d) placing the correlated advertisement on the storage medium ~~output from the kiosk which advertisement is subsequently viewed by a user.~~

2. (Currently Amended) The method as in claim 1, wherein step (a) includes utilizing a processor to analyze the extracted information content with image-based algorithms to obtain, extracting either individually or in combination, ~~metadata~~, text, facial recognition, event, date, time or place information.

3. (Currently Amended) The method as in claim 1, wherein step (c) includes:

(c1) correlating the ~~extracted~~ image information content to individually or any combination of products, services, employment, or membership opportunities.

4. (Cancelled)

5. (Currently Amended) The method as in claim 1, wherein step (a) includes extracting image information content related to use of an electronic device.

6. (Previously Presented) The method as in claim 1 further comprising providing a disc or memory card as the storage medium.

7. (New) The method as claimed in claim 1, wherein step (a) further includes extracting meta-data that corresponds to the image.

8. (New) The method as claimed in claim 7, wherein step (b) includes analyzing both the extracted information content and the extracted meta-data to identify the one or more categories.

9. (New) The method as claimed in claim 2, wherein step (b) utilizes, either individually or in combination, the obtained text, facial recognition, event, date, time or place information to identify the one or more categories.

10. (New) The method as claimed in claim 1, wherein step (d) further includes storing the image on the storage medium with the correlated advertisement.

11. (New) The method as claimed in claim 1, wherein the image is initially stored on the storage medium as a digital image and step (d) includes placing the correlated advertisement in digital form on the storage medium on which the digital image was initially stored.

12. (New) The method as claimed in claim 11, wherein the digital form of the correlated advertisement includes one or more of images, video and audio.

13. (New) A kiosk comprising:
means for receiving an image;
a processor that extracts image information content from the image, analyzes the extracted image information content to identify one or more categories, and correlates the one or more categories to one or more of a plurality of advertisements;
means for placing the one or more correlated advertisements on a storage medium.

14. (New) A kiosk as claimed in claim 13, wherein the image is a digital image and wherein the means for receiving the image comprises a platform that receives an image storage medium upon which the image is initially stored.

15. (New) A kiosk as claimed in claim 13, wherein the image is initially stored on the storage medium.

16. (New) A kiosk as claimed in claim 13, wherein the means for placing also places the image on the storage medium along with the one or more correlated advertisements.

17. (New) A kiosk as claimed in claim 13, wherein the storage medium comprises a digital information storage medium.

18. (New) A kiosk as claimed in claim 13, wherein the storage medium comprises a non-digital storage medium.

19. (New) A kiosk as claimed in claim 13, wherein the means for placing one or more correlated advertisements comprises a platform that receives the storage medium.